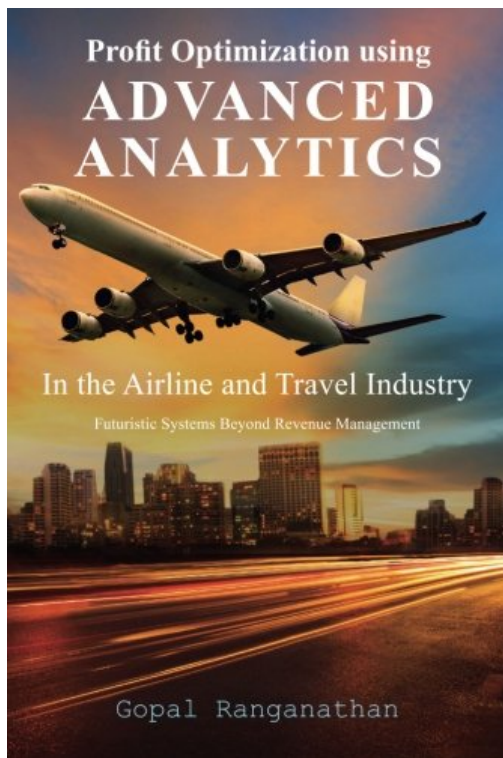


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Book details

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Book Synopsis

The airline industry has come a long way since deregulation in 1978. Yet its ROI to investors is lowest among all industries. This book provides the secrets of how advanced analytics helps profit optimization. It is written with candor to show the limitations of today's most widely used systems and how new futuristic systems are needed for optimized decision making. It describes the systems, process and governance that align the entire management from the CEO down to the managers in making profitable decisions every time. Using numerous cases from the commercial functions of sales, revenue management, marketing and network planning, the book provides an insider look into the sub-optimal decision processes today. It shows how embedding advanced analytics from enterprise perspective optimizes the decisions. It provides a playbook for the CIO and C-Suite to build and ensure governance of the models, data and process for enterprise analytics. Commercial airlines that adopt the advanced analytics paradigm shift will see direct competitive advantage and lasting change in profits. This is the type of change recommended by Gopal Ranganathan, industry consultant and founder of Quad Optima Analytics, a company dedicated to helping airlines have this advantage.